



# List of 2018 Winter Olympics broadcasters

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The [2018 Winter Olympics](#) in Pyeongchang are televised by a number of broadcasters throughout the world. As with previous years, [Olympic Broadcasting Services](#) together with Japan's [NHK](#) produces the world feed provided to local broadcasters for use in their coverage, including about 90 hours of content captured in [8K](#).<sup>[1][2]</sup>

The Games are broadcast in [ultra-high resolution](#) and [high dynamic range](#) in select markets. In South Korea, terrestrial UHD broadcasts employ [ATSC 3.0](#) standard,<sup>[3]</sup> launched on May 31, 2017 by SBS, [MBC](#), and [KBS](#) in major South Korean markets such as Seoul and Incheon.<sup>[4][5]</sup> In the United States UHD broadcasts are available to cable subscribers of [NBCUniversal](#),<sup>[6]</sup> and to subscribers of satellite TV providers [DirecTV](#) and [Dish Network](#).<sup>[7]</sup>

## Broadcasters [ edit ]

On 29 June 2015, the IOC announced that [Discovery Communications](#)—owner of [Eurosport](#), had acquired exclusive rights to the Olympics from 2018 through 2024 across Europe, excluding [Russia](#), on all platforms. Discovery will sub-license its broadcast rights to local free-to-air networks on a territorial basis. Discovery's rights deal will, initially, not cover France due to pre-existing rights deals with [France Télévisions](#) that run through the 2020 Games. Unlike previous pan-European deals, such as with the [European Broadcasting Union](#) and [Sportfive](#), Discovery will not solely serve as a reseller, and intends to carry coverage on its regional properties, but has committed to sub-licensing at least 100 hours of coverage to free-to-air networks.<sup>[8][9][10]</sup> In the [United Kingdom](#), Discovery will sub-license exclusive pay television rights from the BBC (which still holds broadcast rights through 2020), in exchange for sub-licensing free-to-air rights to the 2022 and 2024 Olympics from Discovery.<sup>[11]</sup>

In addition, [IMG](#) was awarded the in-flight/in-ships broadcast rights.<sup>[12]</sup> The [Olympic Channel](#) will broadcast the Games across the [Indian subcontinent](#).<sup>[13]</sup>



Part of a series on

## 2018 Winter Olympics [ hide ]

- Bid process ([bid details](#))
- Venues
- Torch relay
- Marketing ([mascots](#))
- **Broadcasters**
- Opening ceremony ([flag bearers](#))
- Chronological summary
- Medal table ([medalists](#))
- World and Olympic records
- Controversies ([Russian doping scandal](#))
- Closing ceremony ([flag bearers](#))
- Paralympics

**IOC · KOC · POCOG**

V·T·E

Main page  
Contents  
Featured content  
Current events  
Random article  
Donate to Wikipedia  
Wikipedia store

Interaction

Help  
About Wikipedia  
Community portal  
Recent changes  
Contact page

Tools

What links here  
Related changes  
Upload file  
Special pages  
Permanent link  
Page information  
Wikidata item  
Cite this page

Print/export

Create a book  
Download as PDF  
Printable version

Languages



Français

Edit links

Territory	Rights holder	Ref
Asia	Dentsu <sup>[i]</sup>	[14]
Australia	Seven Network	[15]
Brazil	Grupo Globo	[16]
Canada	CBC/Radio-Canada • Bell Media • Rogers Media • TLN	[17][18]
Caribbean	International Media Content Ltd. • SportsMax	[19]
Cayman Islands	Cayman 27	[20]

	China	CCTV	[21]
	Chinese Taipei	ELTA	[20]
	Cuba	ICRT	[20]
	Europe	Eurosport	[22]
	Albania	RTSH	[23]
	Andorra	RTVA	[20]
	Armenia	APMTV	[24]
	Austria	ORF	[25]
	Azerbaijan	AzTV • İdman TV	[26][27]
	Belarus	Belteleradio	[28]
	Belgium	VRT	[29]
	Bosnia and Herzegovina	BHRT	[30][31]
	Bulgaria	BNT	[32]
	Croatia	HRT	[33]
	Czech Republic	ČT	[34][35]
	Denmark	DR	[36]
	Estonia	Eesti Meedia	[37]
	Finland	Yle TV5 (men's ice hockey)	[38]
	Georgia	GPB	[39]
	Germany	ARD • ZDF	[40]
	Greece	ERT	[41]
	Hungary	MTVA	[42]
	Iceland	RÚV	[39]
	Ireland	RTÉ	[43]
	Israel	Sport 5	[20]
	Italy	RAI <sup>[ii]</sup>	[44][45]
	Kosovo	RTK	[24]
	Latvia	LTV	[39]
	Liechtenstein	SRG SSR	[20]
	Lithuania	TV3	[46]
	Macedonia	MRT	[30][47]
	Moldova	TVR • TRM	[48][49][50]
	Montenegro	RTCG	[51]
	Netherlands	NOS	[52]

	Norway	TVNorge	[53]
	Poland	TVP	[54]
	Portugal	RTP	[55]
	Romania	TVR	[56]
	Serbia	RTS	[57]
	Slovakia	RTVS	[58]
	Slovenia	RTV	[58]
	Spain	DMAX	[59]
	Sweden	Kanal 5	[53]
	Switzerland	SRG SSR	[60]
	Turkey	TRT	[61]
	Ukraine	UA:PBC	[62][63]
	United Kingdom	BBC • Eurosport	[64][65]
	France	France Télévisions	[66]
	Hong Kong	TVB	[67]
	Iran	IRIB Varzesh	[68]
	Japan	Japan Consortium	[69]
	Kazakhstan	RTRK	[70]
	Kyrgyzstan	KTRK	[71]
Latin America	América Móvil		[72]
	Malaysia	Astro	[73]
MENA	beIN Sports		[74]
	Mongolia	TV5	[75]
	New Zealand	Sky Television	[76]
	North Korea	SBS	[77]
Oceania	Sky Television		[76]
	Pakistan	PTV	[78]
	Philippines	TV5 Network	[20][79]
	Russia	Perviy Kanal • VGTRK • Match TV	[80][81]
	Singapore	Eleven Sports Network • MediaCorp	[82]
	South Africa	SABC • SuperSport	[83]
	South Korea	SBS • MBC • KBS	[77][84]
Sub-Saharan Africa	Econet Media • SuperSport		[83]
	Tajikistan	Varzish TV	[85]

	Thailand	Workpoint TV	[20]
	United States	NBCUniversal	[86]
	Uzbekistan	Uzreport TV	[87]
	Vietnam	VT	[88]

## Notes

- i. ^ Rights to be sold to local broadcaster
- ii. ^ Including microstate of San Marino and Vatican City [20]

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This page was last edited on 26 June 2018, at 09:45 (UTC).

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